

36. (amended) A network comprising an advertiser device comprising a telecommunications device, having both a short range transmitter and receiver, and also a long range telecommunications transmitter and receiver, a memory, and a control processor; the memory containing both a short-form advertisement and a longer more detailed advertisement related to the short-form advertisement;

a consumer device comprising a hybrid mobile telephone, or other telecommunications device, having both a short range, piconet, transmitter and receiver, and also a long range telecommunications transmitter and receiver, a memory and a control processor, the consumer device being adapted to request the longer advertisement for the advertiser device following receipt of that short-form advertisement of interest.

Please add new claim 38 as follows:

--38. The network of claim 36 wherein the telecommunications device comprises a mobile telephone.--

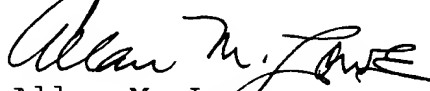
R E M A R K S

Claims 31 and 36 are amended for clarity and wider breadth. Claim 38 is added to define a mobile telephone.

Entry of the amendment is respectfully requested and in order.

Respectfully submitted,

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MARKED-UP VERSION SHOWING CHANGES:

31. (amended) A [mobile telephone or other] mobile telecommunications device having both a long range telecommunications transmitter and receiver, and a piconet telecommunications transmitter and receiver, a control processor, and a memory storage medium; wherein the memory storage medium contains an advertisement to be transmitted via the piconet transmitter, the control processor being adapted to broadcast the advertisement over the piconet transmitter and being adapted to monitor piconet signals that are received by the piconet receiver for a reply.

36. (amended) A network comprising an advertiser device comprising a [hybrid mobile telephone, or other] telecommunications device, having both a short range transmitter and receiver, and also a long range telecommunications transmitter and receiver, a memory, and a control processor; the memory containing both a short-form advertisement and a longer more detailed advertisement related to the short-form advertisement;

a consumer device comprising a hybrid mobile telephone, or other telecommunications device, having both a short range, piconet, transmitter and receiver, and also a long range telecommunications transmitter and receiver, a memory and a control processor, the consumer device being adapted to request the longer advertisement for the advertiser device following receipt of that short-form advertisement of interest.